ABSTRACT

A MVA type liquid crystal panel is slow in a response speed when a black state at a drive voltage about 1V is switched to a low brightness halftone state at the drive voltage about 2 to 3V. According to the present invention, in a liquid crystal display device for driving the MVA type liquid crystal panel, when a liquid crystal pixel at a pixel electrode is changed from a first transmittance to a second transmittance greater than the first transmittance, a drive voltage greater than a first target drive voltage in correspondence with a second transmittance is applied to the pixel electrode in a first frame period of changing to the second transmittance, and the first target display voltage is applied from a second frame period. According to the present invention, even when either switching is performed from a black state to a low brightness halftone state, from the black state to a high brightness halftone state, or from the black state to a white state, a response time is shortened, and the switching can be performed without generating an overshoot.